

GLOBAL TRENDS & RETAIL MARKET INTELLIGENCE

JUNIORS DENIM A/W2022

trendit



INTRODUCTION



Authentic denim takes a back seat, because of the need for easy-to-wear and comfort-driven denim. Conscious denim remains at the forefront for consumers. Searches for jeans, including sustainability related keywords, have spiked 138% in the past three months. For wash and finish, this means phasing out old harmful processes in place of new low-impact techniques, while designing with circularity in mind.



ECO VINTAGE

Vintage-look constructions are fast taking hold, but mills are offering rigid looks with a soft hand appeal for commercial markets



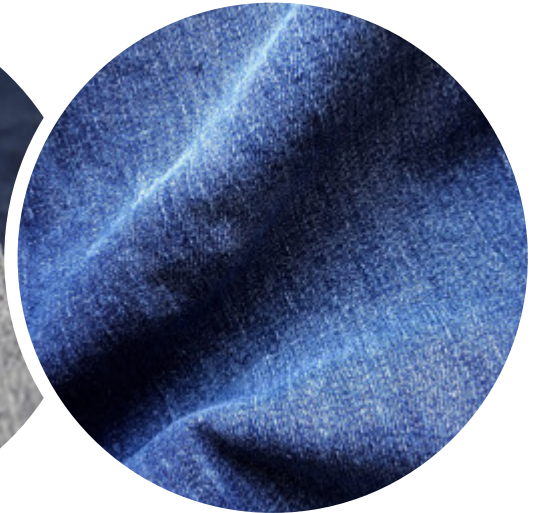
COMFORT RAW

Raw denim has been tipped as a trend on catwalks and at trade shows, but the impact of Covid-19 on demand for comfort will require a rethink on how these rigid fabrics can be adapted



BIO STRETCH

Brands looking to upgrade their core stretch offerings with sustainable attributes will benefit from the new recycled or bio-based polymers



HEMP

The concerns around cotton growth and its environmental impact has pushed mills to explore alternative fibres, with hemp a focus for A/W 21/22

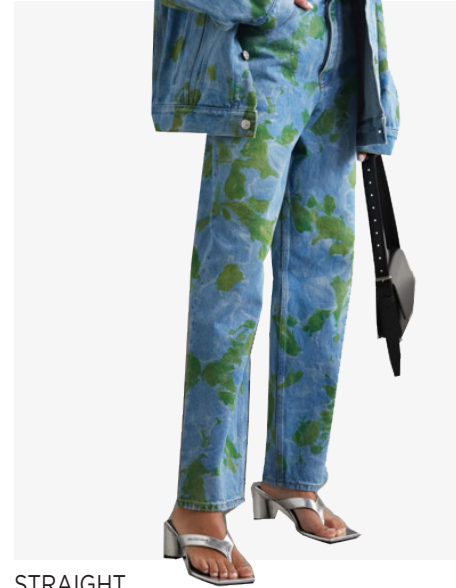
SILHOUETTE



SKINNY



SLIM JEAN



STRAIGHT



SKATER JEAN



SHORTS



SKIRTS



DENIM SHIRT



TRUCKER JACKET

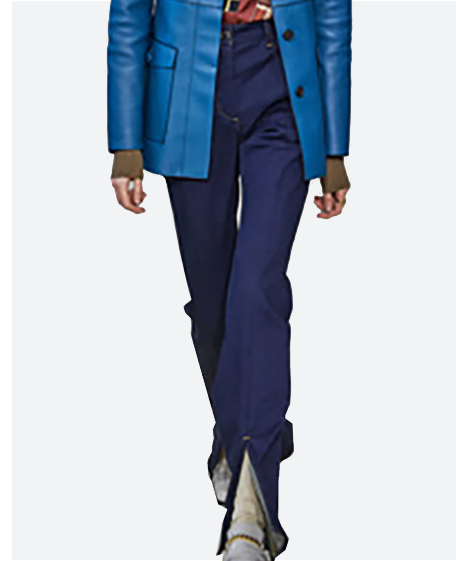
DESIGN DETAILS



BELTS & TIES



HIP POCKET



SLITS



APPLIQUES



EMBELLISHMENTS



PLEATS



DISTRESSED DENIM



BUTTON FRONT

WASH DIRECTION



LIGHT- STONE WASH



VINTAGE WASH



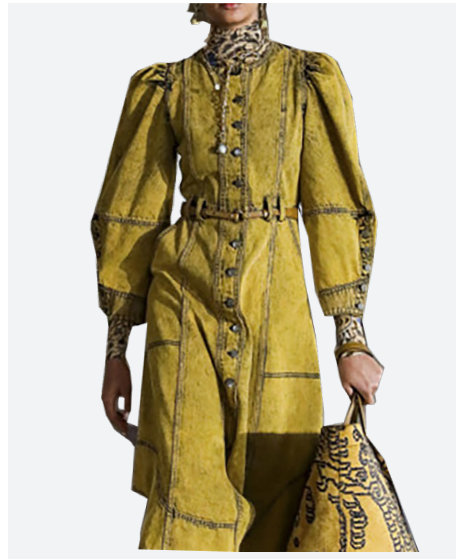
RED CAST WASH



DARK WASH



BOLD COLORS



HYPO BLEACHING

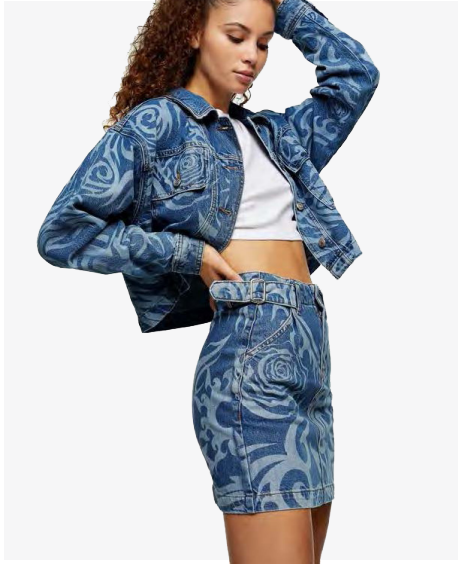


GREY



BRILLIANT BLACK

PRINT DIRECTION



ABSTRACT DISCHARGE PRINT



MARBLE PRINT



TONAL FLORAL



TIE DYE



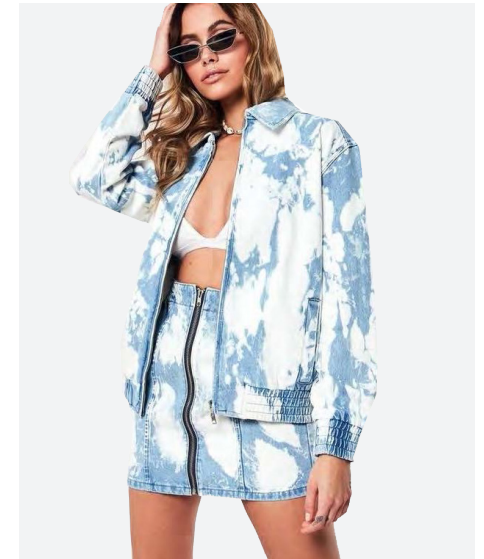
CAMO



ANIMAL PRINT



FLORAL PRINT



BLEACH OUT

SILHOUETTE: BOYS



SHORTS



SKINNY



SLOUCHY



BAGGY



WESTERN DENIM SHIRT



TRUCKER JACKET



BOILER SUIT

DESIGN DETAILS:BOYS



PATCH WORK



RIPS & REPAIRS



CARGO POCKET



APPLIQUES



BELTED JEANS



VINTAGE PATCH WORK



DISTRESSED & GRAFFITI DENIM



ZIPPERS

WASH DIRECTION: BOYS



LIGHT- STONE WASH



VINTAGE WASH



COLOR BLOCKED WASH



DARK WASH



BOLD COLOR



HYPO BLEACHING



ACID WASH W/ OVERDYED COLOR



BRILLIANT BLACK

PRINT DIRECTION: BOYS



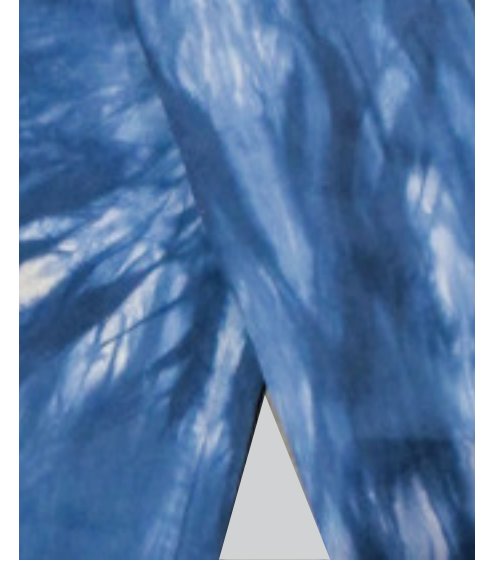
ALLOVER LASER PRINT



FLORAL PRINT



DISCHARGE FLORAL PRINT



TIE DYE



CAMO



ANIMAL PRINT



PAINT SPLASHED EFFECTS



BLEACH OUT

OUR DESIGN TEAMS GLOBAL MARKET INTELLIGENCE



THANK YOU
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